



The National Arbor Day Foundation®

211 N 12th Street • Lincoln, NE 68508 • 402-474-5655 • www.arborday.org

We help people plant and care for trees...

Dear Urban and Community Forestry Friend,

I'm writing to share with you a new media kit designed to promote proper tree care and health across the country. "Storm Recovery -- Trees" was prepared with the assistance and support of the USDA Forest Service and the International Society of Arboriculture.

After initial reviews and tests, "Storm Recovery" is now being sent to each of the thousands of daily and weekly newspapers throughout the nation, as a resource for those times when tree damage inevitably occurs.

To help ensure media coverage, I would also like to ask your help in making this important packet more readily available. In the confusion that follows a storm, editors may need to be reminded that they have received the "Storm Recovery" media kit. A letter from you to regional newspapers at these crucial times, reminding them of the material they have received from The National Arbor Day Foundation, could prove invaluable. Your listing numbers in your cover letter to call for local tree care information and assistance would make the "Storm Recovery" packet even more helpful to area readers.

Or, if you wish to share media kits with regional editors, we would be happy to provide you additional copies, by calling our information coordinator, Gary Brienzo, at 402-474-5655. To help make "Storm Recovery -- Trees" even more accessible, it can also be downloaded from the Foundation's website, at www.arborday.org. All material is offered free of copyright restrictions, and in an easily reproducible format, though we do ask that publications credit the Foundation when they reproduce our art work.

Thank you again, both for your past help and support, and for the vital role you can play when a storm strikes the trees in your area.

Best regards,

John Rosenow
President